



AOT in Action

TOURISM WORKS FOR ARIZONA!

Issue 108 – May 15, 2006

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

Happy National Tourism Week! I hope that we can all take time this week to promote greater public awareness of the power of travel in Arizona. Tourism has such strong economic, social and cultural impacts on the state, and it is important that we all recognize the role we play in this valuable industry. This week, AOT will be distributing travel information and a summer calendar of events during Diamondbacks games, showcasing the great statewide attractions for summer travel. To help educate the public about our \$16 billion industry, we are also sponsoring a series of articles in Phoenix and Tucson newspapers. Summer travel season is just ahead, and this is a perfect time to really spread the word about the experiences here in our home state!

Last week I had the opportunity to join several AOT staff at the Travel Industry Association of America's International Pow Wow in Orlando, Florida. With more than 5,000 delegates from 70 countries around the world, this was definitely a successful event. Arizona shone among the competition, and I know we were able to get the word out about all the amazing experiences in the Grand Canyon State.

I also want to announce that AOT's FY 07 Marketing Plan and Programs Guide is now available in draft form online at www.azot.com under General Overview. Updated periodically, this guide will provide you with information about AOT's plans for the upcoming fiscal year, including trade shows and sales missions, advertising opportunities, and grant application deadlines. A final draft will be distributed at the Governor's Conference on Tourism this July 10-12. I urge you to utilize this information as you plan for the upcoming fiscal year.

Have a good week.



Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

2007 Professional Travel Planner's Guide Publication

The Arizona Office of Tourism's Travel Industry Marketing Division is now publishing the 2007 Professional Travel Planner's Guide (PTPG). With a circulation of 20,000, it will be distributed by AOT's international offices (Japan, Mexico, Canada, Great Britain and Germany) and at domestic and international trade shows and national promotional events. It will also be direct mailed to tour operators and travel agents, as well as in response to client inquiries. This annual comprehensive statewide guide includes detailed information on Arizona including: extensive itineraries, maps, motorcoach and tour information, special events, top attractions, shopping, activities, accommodations, restaurants and receptive and transportation listings. Display Advertising and Directory Listings are available for purchase by Arizona companies -- advertising space closes June 7, 2006. Directory Listing Categories include:

- Accommodations
- Activities & Recreation
- Attractions & Shopping
- Receptive Services & DMCs
- Restaurants
- Transportation

Please call Hennen Publishing at 602-906-3085 for more information or to sign up.

Arizona Media Marketplace

Make sure your destination is on the minds of Arizona travel writers! Join AOT for our annual Media Marketplace on Thursday, June 15 at the Mondrian Scottsdale (formerly the JAMES). The day begins with a professional development portion for participating partners, followed by the media marketplace from 5-7 p.m. The cost is \$150 for one or two participants from the same organization. Space is very limited and will be assigned on a first-come, first-served basis. For more information or to get a participation form, contact Heather Koncilja at hkoncilja@azot.gov.

TED Comes to AOT

In support of AOT's mission, which encompasses both tourism promotion and development, AOT constantly strives to work in partnership with communities to achieve these goals. By listening to customers and asking, "what do communities need?," AOT has provided grants, educational workshops and visitor services for many years. To underscore and further expand these efforts, AOT is changing the name of the Tourism Development division to Tourism Education and Development (TED). AOT wants to continue to enhance efforts in community-building and outreach programs and reach new levels through innovative educational workshops, tool kits, technical assistance and more. Beyond the marketing expertise, these educational and development programs will help communities enhance their tourism economy. TED's team members include: Mike Leyva, Director; Karen Bult, Tourism Education and Development Manager; Brian Lang, Visitor Services Manager; Sarah Martins, Travel Counselor/Receptionist; and Glenn Schlottman, Tourism Education and Development Coordinator.

New Staff at AOT

The Arizona Office of Tourism has welcomed a new Advertising and Fulfillment Coordinator to its staff. Traci Gomes joins AOT from Media Buying Services in north Phoenix, where she planned and placed media schedules (radio, TV, print and outdoor) in 13+ markets for clients such as Phoenix Children's Hospital, Apache Gold Casino, Desert Ridge Marketplace and the Institute for Professional Development.. Traci's responsibilities at AOT will include assisting the Director of Advertising and Fulfillment with division activities, managing advertising production and creative trafficking process and advertising and fulfillment database updates, and processing fulfillment requests. Traci can be reached at tgomes@azot.gov or (602) 364-3705.

Trippin' with AOT

Arizona on the Road in Germany and Switzerland

AOT recently carried out a sales mission to Germany and German speaking Switzerland. The five day sales mission began in Frankfurt and continued to Cologne, Munich and Zurich. The mission was coordinated by Albert Jennings, AOT's German representative, and consisted of interactive destination training to key German and Swiss tour operators. In addition to the formal training sessions, there were also Arizona themed social functions held in each city, which were attended by area travel agents and tour operators. AOT were joined on the Sales Mission by Scottsdale CVB, Tucson CVB, Flagstaff CVB, Carefree Resort and Villas in Scottsdale and Antelope Canyon Tours from Page/Lake Powell. For more information contact Hylton Fothergill on (602) 364 3706 or hfothergill@azot.gov

AAA FAM Tour

AOT's Travel Industry Marketing division recently hosted six AAA travel agents on a familiarization tour entitled "Arts, Culture & Cactus." All six agents were from the Eastern United States (Pennsylvania, New Jersey, New York and Washington, D.C.) and only one had previously visited Arizona. This very well-received familiarization tour visited Chandler, Tempe and Yuma and highlighted attractions such as the Desert Botanical Garden, ASU Art Museum, the Zelma Basha Salmeri Gallery and Yuma Crossing State Historic Park. If you'd like additional information, please contact Kristy McKinnon at kmckinnon@azot.gov.

Industry News

4th Annual Arizona Historic Preservation Conference

The Arizona Preservation Foundation, Arizona State Historic Preservation Office, Arizona Archaeological Council and Arizona Main Street Program of the Arizona Department of Commerce are organizing the 4th Annual Arizona Historic Preservation Conference, with the theme of "Changing Places," and 24th Annual Governor's Heritage Preservation Honor Awards, June 15-17, 2006 at the Glendale Civic Center in Glendale, Ariz. Conference participants will examine timely aspects of this rapidly changing place called Arizona – and historic preservation's essential "place at the table" today and tomorrow. Registered participants can attend sessions including heritage tourism; hear outstanding national, state and local guest speakers; attend the Governor's Heritage Preservation Honor Awards luncheon; and network with preservation advocates from around the state. Register by May 20, 2006 to take advantage of the "early bird" rate. For more information and to register, visit www.azpreservation.org.

TIA's Pow Wow to Generate over \$3.5 Billion in Visit USA Business

The 28th International Pow Wow by TIA, the travel industry's premier international marketplace and the largest generator of Visit USA travel, was held last week in Orlando. More than 5,000 invited delegates from around the world are participating. More than 1,000 U. S. travel organizations from every region of the USA, and representing all industry category components, and close to 1,500 International and Domestic Buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. Buyers and sellers are able to conduct business at Pow Wow that would otherwise be generated only through an exhaustive number of around-the-world trips. The Travel Industry Association of America's (TIA) message to delegates from its Chairman, Jay Rasulo, Chairman of Walt Disney Parks and Resorts and Roger Dow, TIA President and CEO continue to echo the need for a unified tourism industry, challenging the industry and federal government to work closer together towards making the U.S. a more competitive destination for visitors worldwide. This includes aggressive marketing of Visit USA; reducing entry procedures for foreign visitors, while maintaining security interests and enhancing American's image abroad through Americans traveling abroad. (Travel Mole, 3/8)

At Pow Wow

Roger Dow, president and CEO of the Travel Industry Association, said the TIA board has committed \$500,000 to a new marketing campaign aimed at increasing the U.S. share of the international travel market. Speaking at a joint press briefing with TIA National Chair Jay Rasulo at the TIA International Pow Wow in Orlando, Dow said TIA plans to increase the campaign's fund from the initial \$500,000 to \$5 million through public and private investments. "The travel industry must speak with one voice," Dow said. "We've resolved to make 2006 a turning point," said Rasulo, chairman of Walt Disney Parks and Resorts. Noting that international travel is "entering an era of explosive growth," Rasulo noted that in the future, "travel and tourism is going to be one of the most important industries, if not the most important industry." Dow emphasized the importance of the upcoming Travel Leadership Summit, scheduled for Sept. 13 in Washington, D.C., during which tourism representatives from all 50 states will meet with government officials. (A Travel Advance Special Report; Page 1, Pow Wow Daily)

James Beard Foundation Honors Phoenician Chef

The Academy Awards of the culinary world were handed out in New York on May 8 and Chef de Cuisine Bradford Thompson's of Mary Elaine's at The Phoenician was honored as "Best Chef in the Southwest" by the James Beard Foundation. The distinguished award ceremony honored chefs, restaurants, wine programs, cookbooks, broadcasting, print journalism and restaurant design across 62 categories, as voted by its 600-plus members. As "Best Chef in the Southwest," Thompson is recognized for setting consistent standards of excellence in his region. The criterion is that award winners must be a working chef for the past five years, with the three most recent years spent in the region for which they won. For more information, visit www.jamesbeard.org. (Press Release, 5/10)

Summer Travel News

As the summer travel season approaches, gas prices have been soaring--a national average of \$2.92 a gallon on Friday, up from \$2.22 a year ago, according to AAA. But the steep prices don't seem to be curbing the enthusiasm of American consumers. Economic data released last week point to the enormous resilience of the consumer. But they also bring into focus a truism lost in the miasma of media coverage and political rhetoric surrounding energy: while the price of gasoline may be highly visible and symbolic, filling up the tank simply doesn't eat up that much of most families' budgets. (Sect. 3, Page 3, New York Times)

U.S. Department of Commerce and .travel Issue National Tourism Week Challenge

The U.S. Department of Commerce has teamed up with the Tralliance Corporation as part of National Tourism Week, May 13-21. The duo is challenging states, cities and tourism entities across America to protect their tourism assets by registering their .travel

Internet domain names. Ron Andruff, president and CEO of Tralliance points out that there are still a number of U.S. heritage sites, state parks and city names on the .travel Place Name Priority List that remain unclaimed. Tens of thousands of .travel domain names have been registered so far, with global travel industry leaders such as NTA, Best Western, Carnival Cruise Lines and Disney among the first to register their company's .travel domain names. For more information, visit www.ntaonline.com.

Radisson Fort McDowell Garners Top Honors

The Radisson Fort McDowell Resort was awarded a top honor at the Carlson Hotels Worldwide Annual Business Conference in Las Vegas. The 247-room resort hotel and conference center won the "Radisson Renovation Award" in the New Construction category for its quality, uniqueness and scope. The resort, owned by the Fort McDowell Yavapai Nation and operated by Tri-Star Management under the Radisson brand opened in December 2005. The hotel's design was developed in consultation with the entire 934-member tribe, including elders and youth groups, and incorporates Yavapai culture into everything from the basket patterns of the window placement to the carpet. (Press release, 3/29)

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